

## IN THE CLAIMS

1. (Currently Amended) A method for dynamically creating and delivering interactive personalized content in an electronic environment, comprising:

providing a first agent with a narrative framework which represents a story, and which comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, and ~~the each~~ content elements facilitating modification based upon being modifiable to be rendered for a plurality of delivery contexts;

automatically sequencing and editing the content elements within the narrative framework in the first agent, based upon a profile of a user, to create a dynamically generated narrative;

automatically modifying the dynamically generated narrative in a second agent based upon ~~the a particular~~ delivery context of the plurality of delivery contexts to create a modified story, wherein the particular delivery context is associated with the second agent; and

rendering the modified ~~narrative story~~ in the second agent in the particular delivery context for presentation to the user.

2. (Original) The method of claim 1, further comprising updating the user profile based on a user interaction history.

3. (Original) The method of claim 1, in which the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

4. (Original) The method of claim 1, in which the delivery context comprises a display area.

5. (Canceled)

6. (Canceled)

7. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Currently Amended) A computer readable medium that stores a computer program, executable by a computer, for dynamically creating and delivering interactive personalized content, comprising:

a first agent code segment including:

a retrieving code segment executable to retrieve a narrative framework that represents a story, and that comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, and ~~the each~~ content elements ~~facilitating modification based upon being~~ modifiable to be rendered for a plurality of delivery contexts; and

an editing code segment executable to automatically sequence and edit the content elements within narrative framework, based upon a profile of a user, to create a dynamically generated narrative; and

a second agent code segment including:

a delivery context code segment executable to automatically modify the dynamically generated narrative based upon ~~the a particular~~ delivery context of the plurality of delivery contexts to create a modified story, wherein the particular delivery context is associated with the second agent; and

a rendering code segment executable to render the modified narrative story in the particular delivery context for presentation to the user.

14. (Previously Presented) The medium of claim 13, further comprising a profile updating code segment executable to update the user profile based on a user interaction history.

15. (Previously Presented) The medium of claim 13, further comprising a profile creation code segment to create the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

16. (Original) The medium of claim 13, in which the delivery context comprises a display area.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (New) A method comprising:
- representing a story as a narrative framework in a first agent, the narrative framework comprising content elements of different media types;
  - creating a dynamically generated narrative framework in the first agent by:
    - automatically changing the sequence of the content elements within the narrative framework based upon a profile of a user; and
    - automatically editing the content elements based upon the profile;
  - creating a modified story in a second agent by automatically modifying the dynamically generated narrative based upon a delivery context that is associated with the second agent; and
  - rendering the modified story in the second agent in the delivery context for presentation to the user.
26. (New) The method of claim 25, further comprising updating the user profile based on a user interaction history.
27. (New) The method of claim 25, in which the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.
28. (New) The method of claim 25, in which the delivery context comprises a display area.